



University of  
NORTH ALABAMA  
FOUNDATION

**University Advancement**

- In August, a cleanup of all of the data in the Raisers Edge database was completed.
- The Presidential Mentors Academy has been endowed and was celebrated on August 26, 2021.
- The Legacy Initiative: Rebuilding the Heart of UNA, update:
  - 7 of the 13 benches have been named
  - 6 of the 34 trees have been named
  - 10 of the 17 marble plaques have been named **+2 since July Board meeting**
  - 30 of the 56 bronze plaques have been named **+1 since July Board meeting**
  - As of 10/29/21, 532 bricks have been named **+28 since July Board meeting**  
+Additional benches, trees, marble plaques and bronze plaques have been added since the Legacy Initiative launched.

- Final FY21 Totals:

	Goal	Actual	% of Goal
○ Total Dollars	\$5,210,301.00	\$6,071,651.65	117%
○ Annual Giving	\$600,000.00	\$1,038,622.28	173%
○ Unique Donors	2,152	2,165	101%
○ 1830 Fund	\$150,000.00	\$270,932.32	181%

- During FY21, 32 new endowed funds and 28 new current-use funds were created.
- During FY21, 24 new planned gifts were secured.
- Our FY22 Goals:
  - Total Dollars \$6,000,000
  - Annual Giving \$800,000
  - Unique Donors 2,272
- At the September 9, 2021 Board of Trustees Advancement Committee meeting, Jason McNeal, consultant with Gonser Berber, presented the results and recommendations from the Readiness Study. The Committee accepted the findings and recommendation to enter the Quiet Phase of a comprehensive campaign.
- Notable upcoming events:
  - The 3<sup>rd</sup> Annual Leo and Una Giving Day will be on Thursday, November 18, 2021.
  - The 3<sup>rd</sup> Annual Founders' Giving Day will be on Tuesday, January 11, 2022.
  - UNA Giving Day will be on Tuesday, March 15, 2022.
  - Light the Fountain will be on Thursday, March 10, 2022.
  - The next UNA Foundation Board meeting will be on Friday, March 11, 2022.



### **Development Updates Since July 23, 2021**

- On August 26, 2021, we hosted the Endowment Ceremony for the Presidential Mentors Academy.
- On September 21, 2021 over 600 handwritten thank you notes were written by UNA students to donors as part of UNA Gratitude Day. The initiative will continue in November as we recognize National Gratitude Month.
- In September, Women of Influence awarded the first round of awards for a total of \$14,507. In addition to supporting the Caring for the Pride Fund with 1/3 of the award, recipients included four other campus initiatives, which you can find on the WOI webpage.
- A five-year trend of declining unique donors was reversed with 2,165 total unique donors in FY21.

#### **Final Fiscal Year Totals:**

	<b>Goal</b>	<b>Actual</b>	<b>Percentage of Goal</b>
• Total Dollars	\$5,210,301.00	\$6,071,652	117 %
• Annual Giving	\$600,000.00	\$1,038,622.28	173 %
• 1830 Fund	\$150,000	\$270,932.32	181 %
• Number of Unique Donors	2152	2165	101%



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### Media and Public Relations

As the Office of Media and Public Relations, we continue to work with our media partners to share the story of the University of North Alabama throughout the Shoals, state, and region. In so doing, we work with divisions across campus to tell the story in a compelling and timely way and in keeping with the mission of the University to be innovative, inclusive, engaged, evolving, and global.

Since the last UNA Foundation Board meeting, the Office of Media and Public Relations has:

- Launched the [UNA Pride Pressroom](#) that includes:
  - An archive of press releases and news about the University of North Alabama,
  - News stories from campus that provide media partners information about campus in pre-packaged items, and
  - A news ticker of the latest news stories in which the University of North Alabama has appeared.
- Continued to manage the development and execution of the Year of the UNA Woman, the sesquicentennial celebration of the admittance of women to the institution in 1872 – the first in the southeast to do so. This involves:
  - Ongoing public relations in the community to share the story as well as bring positive attention to the University;
  - Appearances at appropriate campus events;
  - The development of a Year of the UNA Woman coffee table commemorative book that will be available beginning in January 2022; and
  - Designing, editing, and publishing the next installment of the *UNA Magazine* that, thematically, is based on mentorship.
- Engaged University and city individuals in the adoption of the Town and Gown Task Force, as requested by UNA President Dr Ken Kitts and Florence Mayor Andy Betterton. The group is designed to:
  - Continue to build upon the robust partnership that exists between the University and the City of Florence and
  - Engage the University and the City in collaborative opportunities.
- The Office of Media and Public Relations collaborated with the Office of Advancement to write, edit, and publish the comprehensive campaign draft.
- Officially launched Design Conductor as a means of facilitating design projects on campus that adhere to the University brand standards.
- Senior Graphic Designer is on track to provide a record number of graphic design projects for the campus community, including updated graphics for UNA's Founders' Day and the annual commemoration of that event.



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**Alumni Relations**

The Office of Alumni Relations has been working effectively this year to set and establish measurable goals for the purpose of engaging alumni back to the University of North Alabama through their time, talent, and treasure.

- The Shoals Alumni Club hosted and sponsored UNA W.C. Handy Night on Tuesday, July 27, 2021, featuring The Midnighters and special guest female alumnae trio Hollis with a record attendance of 500 guests.
- At their July meeting, the National Alumni Association Board of Directors elected Susan McGuire Adams '80 to serve as National President.
- The National Alumni Association approved the following alumni to serve on the board for a three-year term from October 1, 2021 – September 30, 2024.
  - Tyrone “Ty” Dennis – Class of 2002 – O’Fallon, Missouri
  - Commander Scott Milliet – Class of 2010 – Lakeland, Tennessee
  - Holly Tate – Class of 2009 – McMinnville, Oregon
  - Haley Newton – Class of 2010 – Rogersville, Alabama
- The National Alumni Association hosted Lions Under the Lights on October 1, 2021 with an attendance of 96 guests.
- The UNA Homecoming Committee selected “*Legends, Trailblazers, Heroes*” as the official theme to honor all UNA Alumnae during Homecoming weekend, October 14-16.
- 2021 UNA Homecoming Alumni Award Honorees
  - Lifetime Achievement – Ann Berry '78
  - Alumni of the Year – Dr. Stephanie Wagoner Teichmiller '84
  - Friend of the University – Megan Lovelace Dye
  - Young Alumni – Rachel Wammack Purcell '16
  - Military Service – LaConger Cochran Shelton '85
  - Faculty Alumni Service – Dr. Pat Sanders '82
  - Staff Alumni Service – Sheena Burgreen '07
  - Educator of the Year – K-12 – Janice Curtis '83
  - Educator of the Year – Higher Education – Dr. Stefanie Haeffele '07
  - Public Service – Candace Strait '95
  - Community Service – Dr. Felice Green '72
- The Office of Alumni Relations selected 20 UNA students to serve on the Student Alumni Association Ambassador program for 2021-2022.



## **Financial Services**

- Our new endowment software mentioned in previous communications has been fully implemented and has provided greater efficiency for our office. We are also utilizing it to provide detailed information to our campus partners.
- The Financial Services area is deeply involved in the fiscal year end audit at this time and look forward to sharing the results at our next meeting.
- We continue on a daily basis to examine our processes and procedures to honor our donor's wishes, implement changes to increase the security of our information, increase the efficiencies of our resources and provide relevant information to our constituents.